

Programme: BBA
Duration: Three-Years
Academic Curriculum (2022 onwards)

First Year
First (I) Semester

S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
			L	T	P		
1	MSL-101-22	Principles of Management	4	0	0	4	4
2	CMI-103-22	Micro Economics	4	0	0	4	4
3	MSL-105-22	Marketing Management	4	0	0	4	4
4	MSL-107-22	Financial Accounting	4	0	0	4	4
5	AHL-110-22	Environmental Studies	2	0	0	2	2
6	AHP-110-22	Environmental Studies Lab	0	0	2	1	2
7	AHL-121-22	Communication Skill	2	0	0	2	2
8	CAP-131-22	Computer Applications in Business Lab – I	0	0	2	1	2
9	SDP-101-22	Workplace Competencies-1	0	0	2	1	2
Sub Total			20	0	6	23	26

Autumn Semester

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First Year
Second (II) Semester

S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
			L	T	P		
1	CML-102-22	Organizational Behavior	4	0	0	4	4
2	CML-104-22	Macro Economics	4	0	0	4	4
3	MSL-106-22	Mercantile Law	4	0	0	4	4
4	MSL-108-22	Cost Accounting	4	0	0	4	4
5	MSL-110-22	Service Marketing	4	0	0	4	4
6	AHL-100-22	Business Mathematics	4	0	0	4	4
7	AHL-130-22	Business Communication	2	0	0	2	2
8	CAP-152-22	Computer Applications in Business Lab - II	0	0	2	1	2
9	SDP-102-22	Workplace Competency-II	0	0	2	1	2
Sub Total			26	0	4	28	30

Spring Semester

HR

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Pat *Pat*
Gitali *Asalu*

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Second Year
Third (III) Semester

	S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
				L	T	P		
Autumn Semester	1	MSL-201-22	Integrated Marketing Communication	4	0	0	4	4
	2	MSL-203-22	Business Environment	4	0	0	4	4
	3	MSL-205-22	Digital Marketing & E-commerce	4	0	0	4	4
	4	MSL-209-22	Quantitative Techniques	4	0	0	4	4
	5	MSL-***-22	Departmental/Specialization Elective – I**	4	0	0	4	4
	6	MSD-201-22	*Internship Training	0	0	0	4	1
	7	SDP-201-22	Workplace Competency-III	0	0	2	1	2
	8	SDP-261-22	Aptitude-I	0	0	2	1	2
		Sub Total	20	0	4	26	25	

*Departmental Elective name is given as an example. However, Student is free to select the elective from the list of electives given at the end as per MVN university norms.

** Internship Training will be of 4 weeks to be assessed through viva and project report presentations
 Evaluation of the course Internship Based Summer Training Report – II (CMT-301-22) will be as under.

Component	Weight	Coverage	Remarks
Term -I	20%	Introductory Information about the project or Domain knowledge of Industry where in student is working for summer project	Students can do project with faculty members of MVN University
Term -II	20%	Additional Information about the project topic. Collection of secondary data related to problem	
Term -III	60%	30% project report, 10% attendance, 20% presentation & Viva.	



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Second Year
Fourth (IV) Semester

S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
			L	T	P		
1	MSL-202-22	Human Resource Management	4	0	0	4	4
2	MSL-***-22	**Departmental Elective- II	4	0	0	4	4
3	MSL-206-22	Portfolio Analysis	4	0	0	4	4
4	MSL-208-22	Sales Management	4	0	0	4	4
5	MSL-210-22	Business Research Methodology	4	0	0	4	4
6	SDP-262-22	Aptitude -2	0	0	2	1	2
7	SDP-202- 22	Workplace Competency - IV	0	0	2	1	2
Sub Total			20	0	4	22	24

Spring Semester



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Duration: Three-Years
Academic Curriculum (2021 onwards)
Third Year
Fifth (V) Semester

S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
			L	T	P		
1	MSL-301-22	Operation Management	4	0	0	4	4
2	MSL-303-22	Value & Ethics in Business	4	0	0	4	4
3	MSL-313-22	*Departmental Elective –III	4	0	0	4	4
4	MSL-305-22	Customer Relationship Management	4	0	0	4	4
5	CAL-305-22	Management Information System	3	0	0	3	3
6	CAP-305-22	Management Information System Lab	0	0	2	1	2
7	SDP-351-22	Aptitude Skills-3	0	0	2	1	2
8	SDP-301-22	Work Place Competency- V	-	-	2	1	2
Sub Total			19	0	6	22	25

Autumn Semester



Programme: BBA
Duration: Three-Years
Academic Curriculum (2022 onwards)
Third Year
Sixth (VI) Semester

	S. No.	Course Code	Course Title	Contact Hours per Week			Credits	Total Hours
				L	T	P		
Spring Semester	1	MSL -302-22	International Business	4	0	0	4	4
	2	MSL- 304-22	Taxation Law	4	0	0	4	4
	3	CML-326-22	*Departmental –IV	4	0	0	4	4
	4	OAH-004-22	**Open Elective-II (PF&WB)	3	0	0	3	3
	5	MSL-306-22	Financial Technology (FinTech)	4	0	0	4	4
	6	MSL-314-22	Business Research Project	0	0	2	1	2
	7	SDP-302-22	Work Place Competency - 6	0	0	2	1	2
			Sub Total	19	0	4	21	23

*Student can choose departmental elective from the list of electives. Decision to offer an elective will be taken as per university norms.

** Student can choose open elective from the list of open electives. Decision to offer an elective will be taken as per university norms. The name is given as an example.

*** Students of other school may opt for electives offered by the School of Business Management & Commerce.

*** Internship based Summer Training Report – I**

Each student would be required to undergo internship training after II Semester University examinations for duration of 4-6 weeks and write a report based on the internship carried out. The report will be evaluated by the University appointed examiners in III Semester End Term Examinations respectively.

***Departmental Electives – I, II, III and IV:**

A student will be required to select one Departmental Elective paper (from Departmental Elective Group I) in III Semester and one Departmental Elective paper (from Departmental Elective Group II) in IV Semester. Likewise, each student will be required to select one Departmental Elective paper (from Departmental Elective Group III) in V Semester and one Departmental Elective paper (from Departmental Elective Group IV) in VI Semester.

The Department will announce in the beginning of the respective semester, the list of electives which will be offered during the semester depending upon the available resources and the demand of electives from students.

Course Code	Departmental Electives – I	Course Code	Departmental Electives – II
MSL-209-18	Operation Research	MSL-214-18	Rural Marketing
MSL-211-18	Managing Startups	MSL-218-18	Entrepreneurship & Skill Development

Course Code	Departmental Electives – III	Course Code	Departmental Electives – IV
MSL 313 18	Managing family businesses	MSL-310-18	Human Resource Management
CML-315-18	Computerized Mathematical Models for Marketing Management	MSL-312-18	Supply Chain & Logistics Management
CML-325-18	Project Management	CML-326-18	Personal Financial Planning

*****Open Electives – I and II:**

A student will be required to select any one Open Elective paper in V Semester and VI Semester respectively (from the common approved pool of open electives floated by University from different Schools). The Department will announce in the beginning of the respective semester, the list of electives which will be offered during the semester depending upon the availability of resources and the demand of electives.

Comprehensive Viva-Voce

Each student would be required to appear for a comprehensive viva-voce of all subjects taught during the programme (all semesters) at the end of the VI semester. The same will be evaluated by the University appointed examiners in the VI Semester End Term Examinations.

Handwritten signatures:
HP
Gitali
Pary
Anshu
Rishu

BBA Programme Total Credits and Total Hours

Semester		Credits	Total Hours
Autumn Semester	I	23	26
Spring Semester	II	28	30
Autumn Semester	III	26	26
Spring Semester	IV	22	24
Autumn Semester	V	25	28
Spring Semester	VI	21	23
Total		149	157

N.B. The curricular structure is subject to revision from time to time, which will be duly notified.

